

[insert logo here]

Style Guide & Branding Requirements

Updated:

Write Your Brand Story

A brand story is the narrative about how your business came about, the developments it's seen over the time it's been open, as well as how you've established its place in the market or industry you serve. Brand stories are a key component of how you approach potential customers.

[Writing a brand story](#) is one of the early steps of creating a brand identity.



Brand Theory & Brand Identity

Briefly describe the ideas and thoughts behind the branding you chose. What is the philosophy behind these choices? Once you've expressed your brand theory and philosophy, list each of the following brand identity components (click on linked headings to view guides or examples).


Mission Statement

Vision Statement

Core Values

Logos & Requirements

Insert any variations of your logo in the column on the left. In the middle column, place the relative dimensions of each logo. In the right column, provide any special use instructions (see example below).

Logo	Relative Dimensions	Instructions
	11.8x1 To calculate relative size, enter the image dimensions for your logo into this proportional scale calculator , enter the graphic sizes in pixels in the first two fields, and set the narrowest side to "1".	Use in headers, banners, and all image captions. Only use the full logo. Do not alter colors or proportions.
[insert primary logo here]		
[insert secondary logo here]		
Repeat as needed...		

Brand Colors

Brand colors are the colors you choose for your logo, website design, printed materials, and all other branding. Choosing the right brand colors can make or break a business. (Learn [how to choose brand colors](#).) Most brands choose three or four brand colors:

- **Primary color:** The chief color used in all branding. Typically, the business name in the logo, the most-used color on the website, etc. Example: Starbucks Green or Coca-Cola Red.
- **Secondary color:** The next-most-used color in your branding. This will most likely be used as an accent color in the logo, a background color for major features or callouts, or the website's background color. Example: Starbucks Light Green or Coca-Cola White.
- **Highlight color:** A contrasting color used to help a feature stand out. Typically, this will be used on buttons, content boxes, and other areas requiring special attention.
- **Accent color:** A fourth color used for special features. Brands use accent colors as borders for boxes, shading, or to tie images and content together on the page.

Enter the color code for each brand color in the boxes below. Then, select the code with your cursor and highlight it in the color of your choosing.* For darker colors, change the text color to white (see the Fit Small Business example). If you want, you can also enter the color's name or a description. You can find color codes and color names at the [official Color Register](#).

Primary Color	Secondary Color	Highlight Color	Accent Color
EX. #155E85 Blue Sapphire	#E1ECf4 Pattens Blue	#D34601 Tenne Orange	#ffffff White

*To highlight a color, select the color code using your cursor and then click the highlight button in the menu. From this dialogue, click "Custom" and enter the Hex Code (#----).

Fonts & Typography

Fonts and how you use them (typography) make up a huge part of how customers see your brand. Whether your brand is serious and trustworthy, sleek and modern, or fun and hip, the typeface you choose and how you place that type can define you. You'll choose a primary typeface for your brand, which will be used in all printed materials, on your website, and in promotions and advertisements. You might also choose a secondary font for headings or other callouts.

Choose two to four fonts for your business and type an example of the use of each one. Follow our example in the table below.

	Font Name (Size)	Use	Example
EXAMPLE	Arial Bold (15pt)	Headings, callouts, and larger text	Welcome to the now!
Primary Font			
Secondary Font			
Accent Font (if any)			

Pro tip: Try to standardize the relative font sizes across your various branding elements. If you use a 20pt Arial Bold for headlines, you might use a 10pt font, such as Times New Roman, for the secondary font. Later, if you use a different size heading, e.g., 30pt, you can increase Times New Roman to 15pt to maintain relative sizes and consistency across your branding and marketing.